

**Governor's Council on Small Business  
May 11, 2007  
Arizona State Capitol  
Executive Tower, Grand Canyon Room  
1700 W. Washington St.  
Phoenix, AZ 85007**

**Minutes**

**Call To Order**

Chair David Steele and Vice Chair Judy Wood called the meeting to order at 10:09 a.m. and provided opening comments with a review of the Agenda.

**Roll Call and Introductions**

**Members Present:**

David Steele, Judith Wood, Pam Del Duca, Michael Hing, Joanne Hardy Carranza, Michael Coles, Steve Macias, Lea Marquez-Peterson, Rosiland Moore, Choo Tay, Barbara Bruce (telephone)

**Members Absent:**

Melissa Amado, Michele Eckert, Kenneth Frakes, Athia Hardt, Jan Leshner, Raul Montano, Julian Nabozny, Frank Rivera, Isidora Wright

**Guests:**

Heidi Schafer, SRP  
Cheryl Lopez, Arizona Department of Commerce

**Staff:**

Natascha Hebell-Fernando, Executive Director  
Jaymie Parker, Program Specialist

**Presentations**

Heidi Schafer (SRP) presented the "2006 SRP Arizona Business Study Focus on Women-Owned Business". The information was gathered from proprietary databases from SRP, ASU, chambers of commerce, and municipalities and purchased sources and a total of 546 surveys were completed by Women-Owned Businesses primarily in Maricopa County. The Study outlines:

- Participants by County
- Growth Trends
- Business Characteristics/Descriptions
- Owner Characteristics
- Challenges Faced by Women-Owned Businesses
- Opportunities to Women-Owned Businesses
- Resources Available

Note: Request is made for a link to the report to be added to the ADOC website.

**Additional Announcements**

Chair David Steele leads review of GCSB Executive Order  
Executive Director, Natascha Hebell-Fernando provides review of proposed implementation strategies to address the council's recommendations as presented to Governor Janet Napolitano at the April council meeting. The implementations would be lead by Commerce and a status update would be provided at a July council meeting via telephone conference. The subcommittees would present the implementations to the full council in September.

**Subcommittee Presentations**

Chair David Steele discusses Access to Affordable Healthcare Subcommittee requesting Michael Hing, Rosiland Moore, and Pam Del Duca to join the subcommittee.  
Barbara Bruce discusses plans for the Access to Financial Capital Subcommittee to merge with the Outreach, Communication and Marketing Subcommittee.  
Joanne Hardy Carranza discusses implementation plan for the Outreach, Communication and Marketing Subcommittee, addressing the need for improved outreach, communication and delivery of available services.

Rosiland Moore discusses next steps and research to be done by the Workforce Development Subcommittee.

**Approval of Minutes**

As a quorum was not reached, the minutes were not approved. It was noted that Lea Marquez-Marquez's name was missing from the Members section of the 4/19/07 Minutes.

**Call to the Public**

No comments from public

**Adjournment**

Co-Chairs David Steele and Judy Wood adjourned the meeting at 12:18 p.m.